5. Research Method

5.1 Type of the Study

This is an exploratory study aimed at to explore the factors and dimensions of organization soul with special reference to banking industry in public and private sectors.

5.2 Design of the Study

Multi-staged randomized design to understand the perception of people about the organizational soul will be used. The extraneous variables like casual response, faking, etc. will be controlled through randomization and elimination.

5.3 Sample Size

The sample will be constituted of 400 respondents from banking industry operating in public and private sector.

5.4 Type of Sampling:

Random Sampling (Non-Probabilistic Convenience Sampling) will be done.

5.5 Tool for Data Collection:

A self developed scale will be used to collect primary data.

5.6 Tools for Data Analysis:

In this study, Item to total correlation, Factor Analysis and Z test will be used for data analysis.

6. Implications of the Study

The study will be useful for the top level managers of the organization by looking into the dimensions of organizational soul. The understanding of organizational soul will improve the overall environment of the organization. The organizations will become soulful organizations leading to higher success, higher productivity, higher employee satisfaction, and goodwill in the market as well as among the employees. The study will benefit the employees working in the organization as it will improve the working environment and therefore people will be interested and willing to work. Such organizational environment will increase employee satisfaction leading to retention of talent resulting in lower turnovers. This study will also help in actively encouraging the Organizational Citizenship Behaviour ensuring the support of the employees to the organization by enhancing each other's performance and wellbeing, which will lead to reduction in costs and increase in profitability of the organization. It will ensure employee engagement leading to an increase in employee loyalty and commitment towards the organization. The personal effectiveness of the people working in such organizations will increase creating an environment where people are enthusiastic about working.

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